



YSCOGI

FW<sub>23</sub> LOOKBOOK



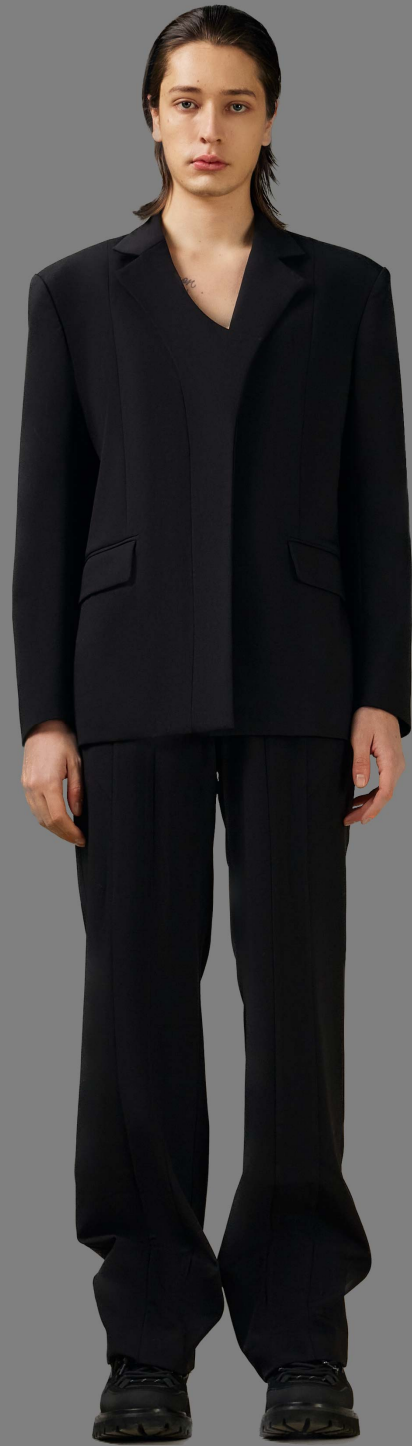


IN A STRICTLY CLASSIFIED SOCIETY AND AN EVERCHANGING FASHION  
FOCUSING ON THIS CORE VALUE, WE PRESENT TO YOU

INDUSTRY, WE HOLD THE BELIEF THAT FASHION IS CLASSLESS AND TIMELESS.  
FALL WINTER 2023, AND COLLECTION 0 OF YSCOGI.



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TO BE CONTINUED...

*ABOUT Us*

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FOUNDED IN 2022 IN NEW YORK CITY, YSCOGI AIMS TO CREATE BOUNDLESS, CLASSLESS, AND TIMELESS FASHION IN A VOCABULARY THAT COMBINES THE PAST AND THE PRESENT. THE GRAY AREA THAT EXISTS BETWEEN RIGHT AND WRONG, BLACK AND WHITE, HIGH AND LOW IS A THEME THE BRAND CONSTANTLY EXPLORES THROUGHOUT COLLECTIONS. TO US, IT IS WHERE MEANINGS EMERGE, AND TRUE CHARACTERS ARE BROUGHT TO LIFE.

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THROUGH HIGH ATTENTION TO DETAILS, CLEAN CUT, AND CAREFULLY SELECTED MATERIALS, WE ARE DEDICATED TO COMBINE A YOUNG AND PLAYFUL SPIRIT TO THE TRADITIONAL TAILORED OUTFITS WHILE PROMISING FUNCTION AND COMFORT.

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AT YSCOGI, WE VALUE THE CONSTANT INTERACTION BETWEEN HIGH FASHION AND STREET STYLE, AND WE BELIEVE IN A FASHION SYSTEM IN WHICH CLASSIFICATION OF CLOTHING IS CONSIDERED NULL.

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ESTABLISHED BY YICHENG YU IN 2022, YSCOGI EMBARKED ON ITS JOURNEY WITH ITS FALL WINTER 2023 COLLECTION AS A MENSWEAR BRAND WITH YICHENG YU AS CREATIVE DIRECTOR. IN 2023, THE TEAM WAS JOINED BY VISUAL DIRECTOR ZHIYUAN JI, AND WOMENSWEAR CREATIVE DIRECTOR SHUYI YAO.

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IN 2024, YSCOGI WILL BE PRESENTING ITS SPRING SUMMER COLLECTION WITH COMBINED EFFORTS AND ENLARGED PERSPECTIVES, IT IS WITHOUT COMPROMISE THAT ALL FUTURE COLLECTIONS WILL BE DELIVERED WITH LOYALTY TO OUR CORE VALUES, AND IN RESPONSE TO THE GLOBAL ENVIRONMENT.





# PRODUCT KNOWLEDGE

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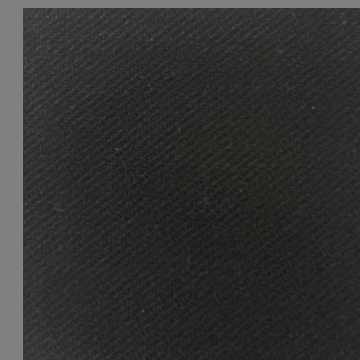
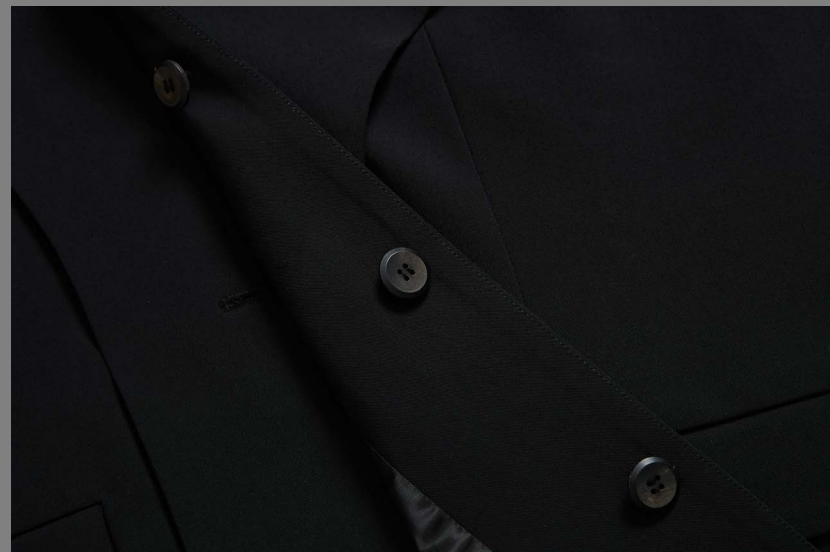


# ZHONGSHAN

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A REINTERPRETATION OF THE TRADITIONAL CHINESE ZHONGSHAN SUIT. DESIGNED AND CUT TO BE A STRAIGHT FIT STYLISH EVERY-DAY JACKET. THE GRAY VERSION PROVIDES A TONED-DOWN OPTION FOR PEOPLE LOOKING FOR NEUTRAL WARDROBE PIECES.

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PRODUCT COMES IN BLACK AND GRAY.





67% TENCEL, 28% RAYON, 5% SPANDEX.



67% TENCEL, 28% RAYON, 5% SPANDEX.

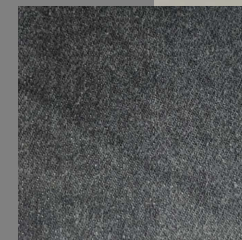


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STRAIGHT LEG JEANS CUT IN A SOFT MATERIAL TO PRODUCE A RELAXED FIT. THE CLASSIC WAISTBAND AND FLY-FRONT WAS TRANSFORMED TO BE A CUFF DESIGN WITH BELT LOOPS, SIDE SNAPS ON THE PANT LEGS AND A BUTTON ON THE CUFF. THE DARK DENIM GRAY AND ITS PLAYFUL VERSATILITY OFFERS THE OPTION TO DRESS-DOWN, WHILE THE CLEAN CUT ALSO FITS A FORMAL LOOK. PERFECT STYLING OPTION FOR THE ZHONGSHAN JACKET.

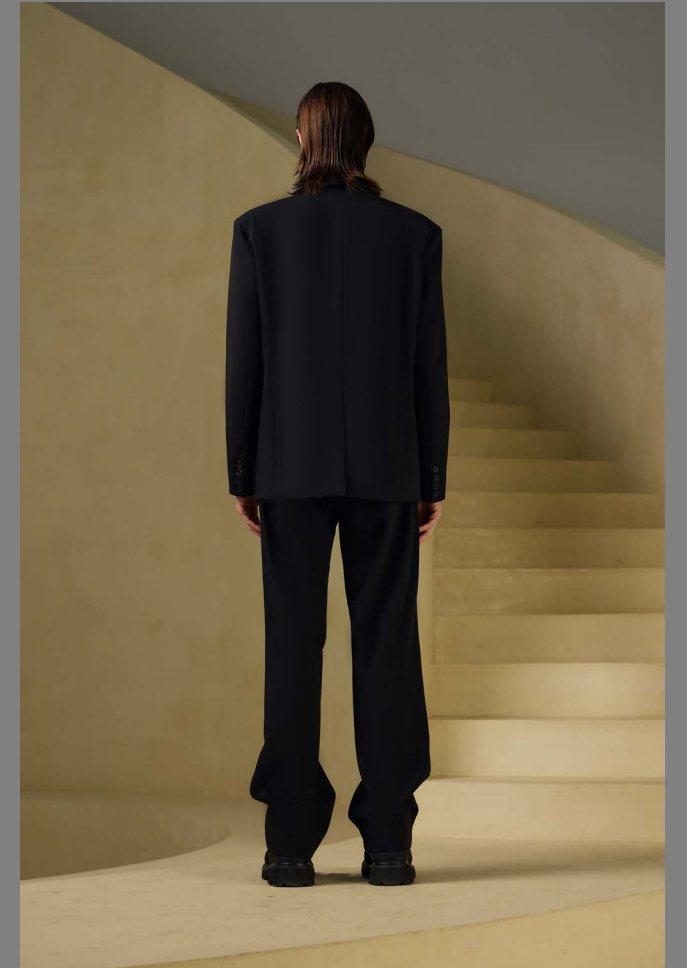
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PRODUCT COMES IN GRAY WASH ONLY.



100% COTTON



SIDE-SNAP JEANS







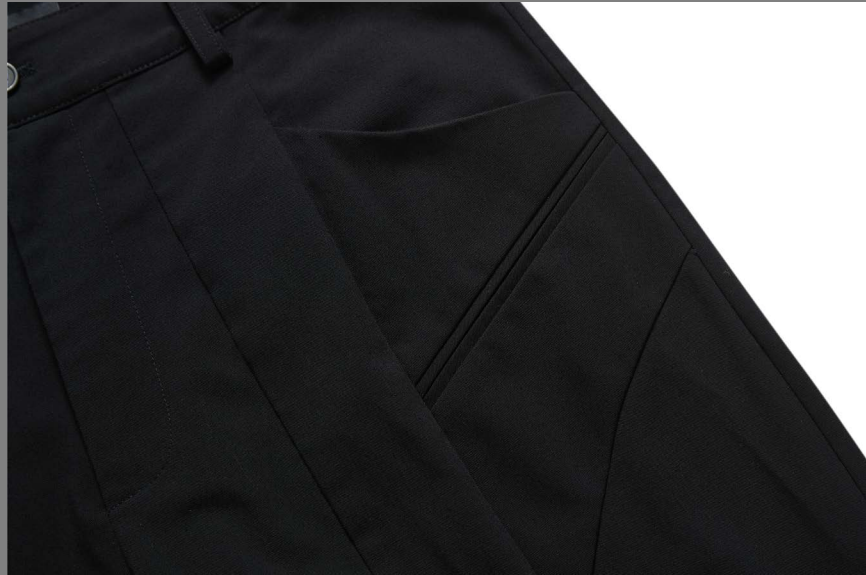
67% TENCEL, 28% RAYON, 5% SPANDEX.

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MEN'S TAILORED JACKET WITH THE  
BRAND-SIGNATURE Y-LAPEL. DESIGNED  
AND CUT TO BE CLEAN WITH CRISP EDGES  
ENHANCED BY THE CURVES OF THE COLLAR  
AND LAPEL.  
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PRODUCT COMES IN BLACK ONLY.

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## THE Y-COLLAR SUITING JACKET





67% TENCEL, 28% RAYON, 5% SPANDEX.

CLEAN-CUT CLASSIC MEN'S SUITING PANTS WITH AN ADDITIONAL CLOSED AND SLANTED WELT POCKET DESIGN UNDERNEATH THE OPEN SIDE POCKET. CURVED SEAMING DETAILS WAS ALSO INTEGRATED ON THE SIDE AS A SUBTLE DESIGN FEATURE.

PRODUCT COMES IN BLACK ONLY.

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## BLACK SUITING TROUSERS

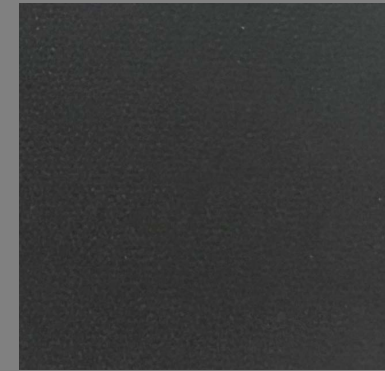
# THE “YI” JACKET

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“翼YI” STANDS FOR WINGS IN CHINESE, AN ANALOGY TO THE DOUBLE-LAYERED SLEEVE THAT COULD BE SEEN IN THAT BACK WHICH GIVES ROOM FOR EXTENDED MOVEMENT.

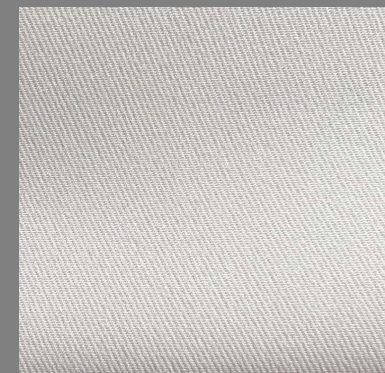
DESIGNED AND CUT IN A STREAMLINED FORM-FITTING SILHOUETTE FOR A SENSUAL AND GENTLE STYLE. MAIN BODY IS MADE WITH TRADITIONAL SUITING FABRIC WHILE INTEGRATING A PANEL OF STETCH TWILL IN THE FRONT TO ADD IN A MODERN TWIST.

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PRODUCT COMES IN BLACK AND CREAM.





MAIN: 17% ACETATE 83% POLYESTER  
 FRONT PANEL: 60% ACETATE 40% POLYESTER.

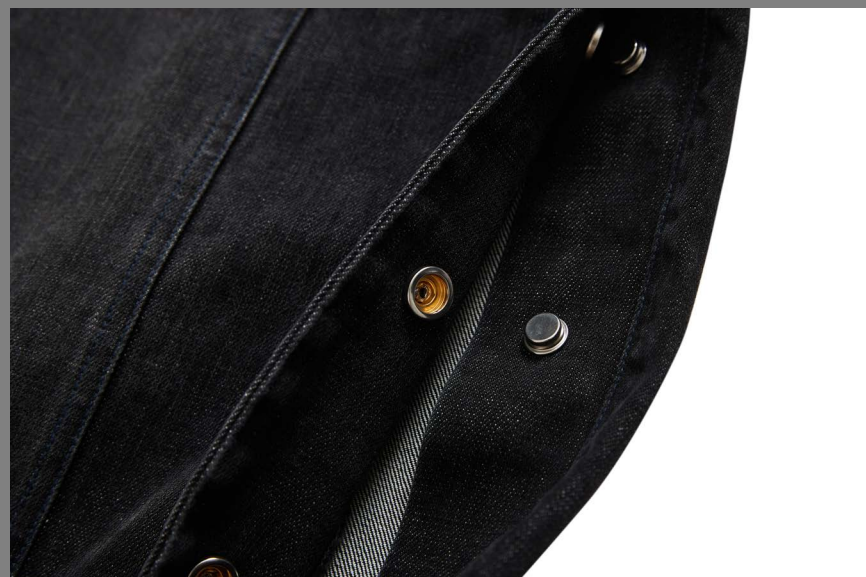


MAIN: 17% ACETATE 83% POLYESTER  
 FRONT PANEL: 60% ACETATE 40% POLYESTER.













100% COTTON

—  
SLEEVELESS JEAN JACKET WITH WAISTBAND  
DETAIL AROUND THE BOTTON EDGE, PANT  
FLY WAS TRANSFORMED INTO THE FRONT  
ZIPPER AND SIDE BUTTONED-CLOSURE.  
DESIGNED AND CUT TO BE A STRAIGHT-FIT  
AND CASUAL EVERY-DAY GARMENT.  
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PRODUCT COMES IN BLACK WASH ONLY.

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SLEEVELESS JEAN JACKET





100% COTTON

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STRAIGHT-LEG SUITING TROUSER WITH FLAP THAT COVERS THE FRONT FLY SECURED BY 3 METAL SNAPS. A PLEAT IS DESIGNED ON BOTH LEGS TO ADD A LAYER OF DEPTH WITH SOME SHADOW, THE PLEAT IS THEN SECURED AT THE CUFF WITH ANOTHER METAL SNAP. THE WAISTBAND IS ALSO DESIGNED WITH A INDENT IN THE FRONT TO PRODUCE A HUGGING EFFECT.  
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PRODUCT COMES IN WASHED GRAY ONLY.

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## FLAP FRONT JEANS

# RELAXED-FIT BOMBER JACKET

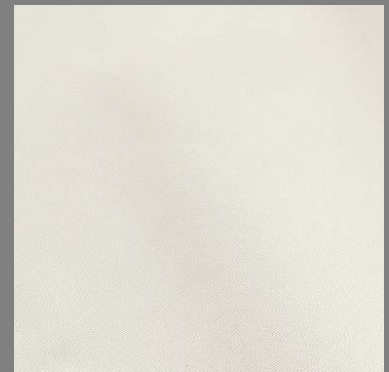
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THE TRADITIONAL WEATHER-PROOF NYLON  
BOMBER JACKET HAS BEEN RE-DESIGNED  
WITH A WIDE ANGLED SHAW COLLAR. THE  
SILHOUETTE IS CUT TO BE OVERSIZED TO FIT  
AN EVERY-DAY PRACTICAL LIFESTYLE.

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PRODUCT COMES IN BLACK AND CREAM.

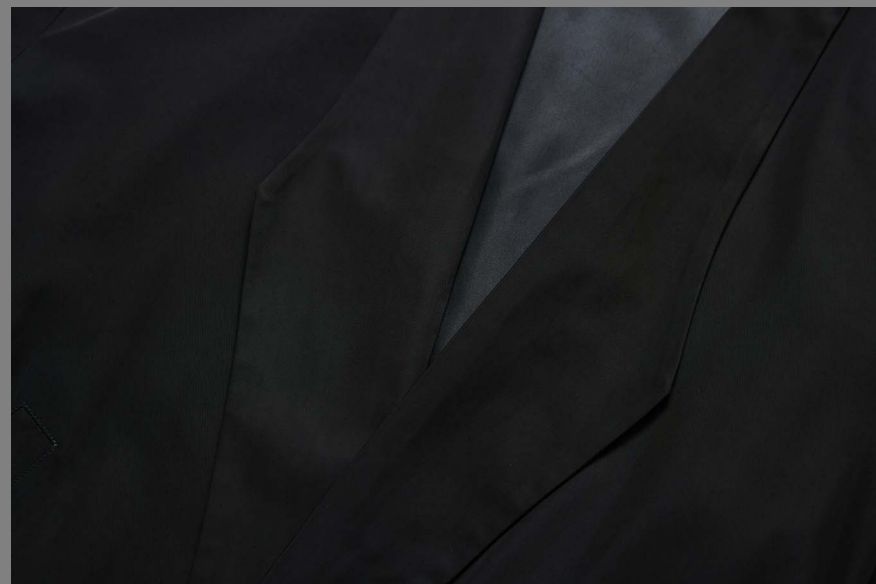




100% POLYESTER

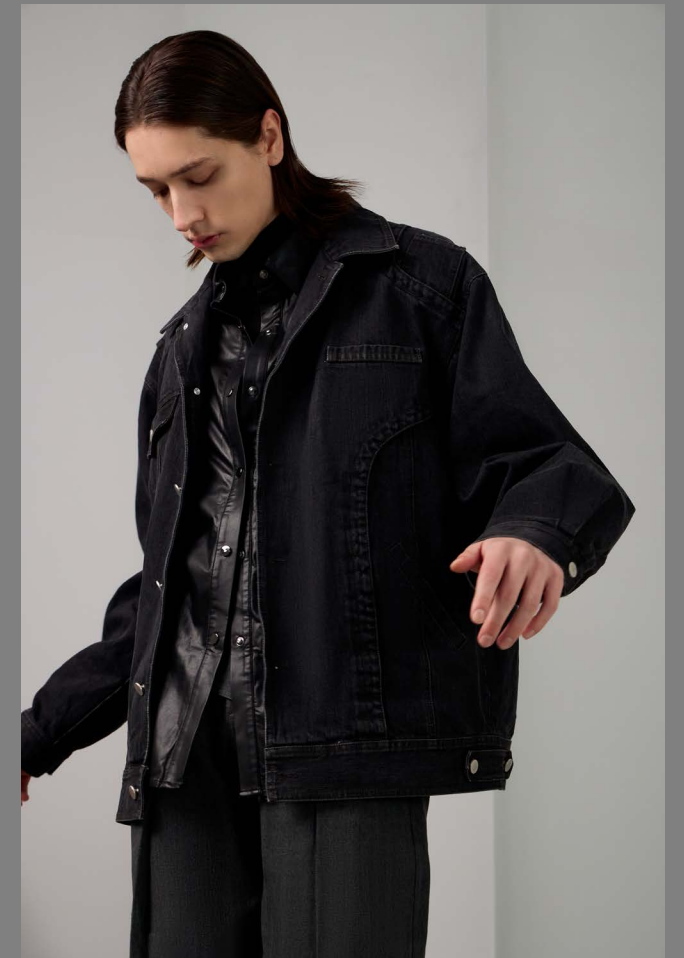


100% POLYESTER













100% COTTON

RELAXED-FIT MEN'S DENIM JACKET WITH ONE SIDE MAINTAINING THE CLASSIC ELEMENTS OF DENIM JACKETS AND THE OTHER SIDE INTEGRATING THE PATTERN OF A MEN'S TAILORED BLAZER. ASYMMETRICAL POCKETS WERE ADDED FOR FUNCTION, MAKING IT A FALL WARDROBE STAPLE.

PRODUCT COMES IN BLACK WASH ONLY.

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## ASYMMETRICAL JEAN JACKET

**LOOKING FORWARD TO A WONDERFUL SEASON WITH YOU!**

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